

Fast Track in MS Marketing

Fast Track in the MS Marketing allows undergraduate students at U.T. Dallas to begin work on their MS Marketing before graduation. Qualified seniors may take 12 credits of graduate coursework in Marketing that will apply toward the Bachelor of Science degree and also satisfy requirements for the MS Marketing. These courses will be selected from a list determined by the Jindal School of Management (JSOM). MS Marketing is a 36-credit hour degree program which prepares students for higher level positions in marketing and/or allows them to further advance their marketing knowledge. It offers six specialized tracks: Advertising & Branding, Business Development & Sales, Digital Advertising & Marketing, Marketing Analytics, Product Management, and Marketing Management.

Benefits of the Fast Track Program

- Pay undergraduate tuition for graduate courses
- Sample graduate courses while still an undergrad
- Enter the MS in Marketing program without a GMAT/GRE score
- Get both undergraduate & graduate degrees in under 5 years—saving you time & money
- Differentiate yourself from other undergraduates
- Improve your career options and chances of success

Admission to Fast Track Program

- JSOM students and students from other schools at UT-Dallas can Fast Track into JSOM degrees as long as they meet the Fast Track admission requirements:
 1. Have completed at least 15 hours at UT Dallas
 2. Have completed 90 hours, of which at least 36 must be completed hours in the core curriculum.
 3. Have a minimum undergraduate cumulative GPA of **3.20**
 4. Have completed all lower-level required courses
 5. Have completed OPRE 3360 or its equivalent and the MATH 1325 calculus requirement
- Students in one major may choose to Fast Track into another major.

While in the Fast Track Program

- For Fast Track courses to satisfy graduate degree requirements, a student must achieve grades of B or better in graduate coursework. A grade of B- (minus) does not satisfy the graduate requirement. The course will only count toward the undergraduate degree. *(Students can also take graduate courses to reserve for only undergraduate or graduate degree use.)*
- Courses must be well chosen to satisfy the requirements of the BS and MS degree
- Within a single semester, a student can take a maximum of 2 graduate classes if enrolled in a total of 18 credit hours and a maximum of 3 graduate classes if enrolled in a total of 15 credit hours.
- A student must have and maintain an undergraduate cumulative GPA of at least a 3.20.
- Students can take the Fast Track courses as substitutes for **major required courses**, as **guided** and/or **free electives**.
- The graduate course drop policy applies to all graduate courses. Students should consult the Academic Calendar for those dates.
- Students enrolling in a Fast Track Program will be evaluated in the same manner as graduate students are in the graduate courses.
- Credit for the Fast Track Program courses will accrue to the student's undergraduate transcript.

*If, at any time, students fail to satisfy these requirements, **they will be dropped from any future graduate coursework** (if they had been approved to pre-register). Additionally, a student who selected the Fast Track option will be withdrawn from the Fast Track program.*

Admission to Graduate Program

Successful completion of the undergraduate degree at UT Dallas as a member of the JSOM Fast Track Program, while retaining the minimum cumulative GPA of 3.20, and completion of at least one JSOM graduate course with a grade of at least a B, provides the opportunity for application and entry into M.S. in Marketing without submitting a GMAT or GRE exam score. For complete requirements, go to jindal.utdallas.edu > select **UNDERGRADUATE> Fast Track programs**

Please note:

- Admission to a Fast Track Program does not guarantee admission to the graduate program.
- Students are required to meet admission requirements of the MS programs, including the undergraduate math requirement. (*An application must be submitted online through utdallas.edu/gradapp*)
- Students may delay entering the M.S. Marketing program, after completing their undergraduate degree, for **up to one year** and have their Fast Track courses count toward their degree.

Questions? Please contact the advising office at (972) 883-2275, room JSOM 2.250

How to Join the Fast Track

Step 1: Meet the minimum requirements

- ✓ Completed at least 15 hours at UT Dallas and 90 hours in their current degree plan
- ✓ Have a minimum undergraduate cumulative GPA of 3.20 and completed all lower-level required courses

Step 2: How do I enroll?

- ✓ See your Undergraduate Advisor, given the need for several levels of approval, visit with an advisor early
 - ❖ For Spring – during first weeks in November
 - ❖ For Summer – during first weeks in April
 - ❖ For Fall – preliminary review in April (registration in May)

Step 3: What next once you enroll?

- ✓ A maximum of 12 credit hours may apply to both the BS and the MS Marketing degrees
- ✓ If admitted to the Fast Track program, you are automatically admitted to the graduate program.
- ✓ Only grades of B or better in your graduate coursework will be counted toward your graduate degree.

Step 4:

- ✓ Enter the MS in Marketing once you graduate from your undergraduate degree
- ✓ Complete 24 more credit hours (8 courses) and get an MS in Marketing

Current list of approved courses for Fast Track:

| UG Course | Course Name | Graduate course | Graduate course name |
|------------------------|--------------------------------|--|--|
| | Guided elective option | <i>MKT 6382</i> <i>MKT 6334</i> | Professional Selling I Digital Sales Strategy |
| <i>MKT 3340</i> | Marketing Research | <i>MKT 6309</i> | Marketing Research |
| <i>MKT 4330</i> | Digital and Internet Marketing | <i>MKT 6321</i> | Interactive & Digital Marketing |
| <i>MKT 4340</i> | Consumer Behavior | <i>MKT 6310</i> | Consumer Behavior |
| <i>MKT 4395</i> | Capstone Course in Marketing | <i>MKT 6339</i> | Capstone in Marketing |

How To Join The MS In Marketing Fast Track @ UT Dallas

Step 2: How Do I Enroll?

Start Here



- See your Undergraduate Advisor, given the need for several levels of approval, visit with an advisor early.
For Spring – during first weeks in November
For Summer – during first weeks in April
For Fall – preliminary review in April (registration in May)



Step 1: Meet the Minimum Requirements

- Completed at least 15 hours at UT Dallas and 90 hours in current degree plan.
- Have a minimum undergraduate cumulative GPA of 3.20 and completed all lower-level required courses.
- For complete requirements, go to jindal.utdallas.edu → select **Undergraduate** → select **Fast Track Programs** for all details

Step 3: What Next?

- You can complete a maximum of 12 credit hours which may apply to both the BS and the MS Marketing degrees.
- You must maintain a minimum 3.20 GPA.
- If admitted to the Fast Track program, you are automatically admitted to the graduate program.
- Only grades of B or better in your graduate coursework will be counted toward your graduate degree.

BSDegree

MSDegree

Step 4:

- Enter the MS in Marketing once you graduate from your undergraduate degree.
- Complete remaining credit hours (9-12 courses) and get an MS in Marketing.

Questions?
msmarketing@utdallas.edu